

FASHION CALENDAR

Issue of NOV 1 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 29, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing Daily 2:30-3:30 P.M.	"PARIS IN NEW YORK" TRADE DRESS-SHOWING A new wholesale collection of cocktail dresses and dinner gowns, motivated by the theme, "Paris in New York." Mr. Friedlander is attempting to give buyers the kind of thing they used to go to Paris for--the first time a showing has been angled thus by a manufacturer. Showings daily at 2:30 P.M. with fashion commentary by Mary Alice Rice. Press and buyers welcome. Contact: PE. 6-2663.	SAM FRIEDLANDER	SHOWROOM 530 SEVENTH AVENUE
Friday Oct. 29 3:30 P.M.	5TH COOKING LESSON IN WEEKLY SERIES "Breads For Variety" is the theme of the fifth lesson in cooking under the disadvantages of wartime privations, given under the sponsorship of Elsa Steinberger, home economist of Brooklyn Union Gas Company. Public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3 FL.

Beginning Saturday Oct. 30	<u>OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)</u>		
	<u>OCTOBER 30</u>	<u>NOVEMBER 13 (Cont'd)</u>	
	BROWN-PRINCETON at PRINCETON	COLUMBIA-NAVY at BAKER FIELD	
	COLUMBIA-CORNELL at ITHACA	CORNELL-DARTMOUTH at BOSTON	
	DARTMOUTH-YALE at NEW HAVEN	YALE-PRINCETON at NEW HAVEN	
	NAVY-NOTRE DAME at CLEVELAND		
	PENNSYLVANIA-ARMY at PHILA.	<u>NOVEMBER 20</u>	
	<u>NOVEMBER 6</u>	BROWN-ARMY at WEST POINT	
	ARMY-NOTRE DAME, YANKEE STADIUM	COLGATE-COLUMBIA at BAKER FIELD	
	BROWN-YALE at NEW HAVEN	DARTMOUTH-PRINCETON at PRINCETON	
	COLUMBIA-DARTMOUTH at HANOVER	<u>NOVEMBER 25</u>	
	NAVY-PENNSYLVANIA at PHILA.	BROWN-COLGATE at PROVIDENCE	
	<u>NOVEMBER 13</u>	CORNELL-PENNSYLVANIA at PHILADELPHIA	
	COAST GUARD ACADEMY-BROWN at PROVIDENCE	<u>NOVEMBER 27</u>	
		ARMY-NAVY at WEST POINT	

Now Going On Through Nov. 7 8:00 P.M.	"WAVES AT WAR" EXHIBIT Daily presentations of the WAVES in their war jobs in the Navy. There will be art collections, exhibits of various branches of their services plus a daily fashion showing of WAVES' uniforms including a life-size cut-out so that any girl may step behind and see in a mirror exactly how she would look in a WAVE uniform. Purpose of this exhibit is to attract girls into the WAVES. Publicity: CI. 7-5155.	NAT'L WOMEN'S COUNCIL OF NAVY LEAGUE OF U.S.	INTERNATIONAL BUILDING ROCKEFELLER CENTER
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Now Showing	RESTORATION DRAMA A large and impressive collection of old furniture redesigned and remade from American antiques. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC.	HERALD SQUARE, 9TH FL.
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WEEK BEGINNING MONDAY, NOVEMBER 1, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 1 1:00 P.M. Luncheon	SPRING AND RESORT GOWNS AND HATS This former Paris creator, Reine, aided by Countess Grace de Mun, will present hats and gowns in the traditional smart style of Paris. Open to public. Luncheons from \$1.85. Press by invitation. Reine Publ.: Countess de Mun, PL. 3-0942. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	REINE INC. (4 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 1 2:30 P.M.	SPRING DRESS COLLECTION Press and Buyers invited. Contact: CH. 4-4190.	ROSE BARRACK, INC.	530 SEVENTH AVENUE
Beginning Monday Nov. 1	SPRING, 1944 FASHION LINES The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Individual opening dates follow: <u>NOW SHOWING</u>	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
	WILLIAM BASS DRESS CO. 530 7TH AVE. CAPRI FROCKS, INC. 1372 B'WAY DEITSCH, WERSBA & COPPOLA 512 7TH AVE. FOX-BROWNIE, INC. 498 " " ED GERRICK, INC. 550 " " FRED GREENBERG " " " A. GOODMAN & CO. 530 " " JOSEPH HALPERT " " " HORWITZ & DUBERMAN 498 " " INTERNATIONAL DRESS 1400 B'WAY JUNIOR LEAGUE FROCKS 1372 " KAPLAN & GRABOIS 498 7TH AVE. LA RUE DRESSES, INC. 550 " "	<u>NOW SHOWING (Cont'd)</u> MARY LEE, INC. PARNIS-LEVINSON C.H.D. ROBBINS CO. MARTIN SIMON, INC. HERBERT SONDHEIM <u>MONDAY, NOVEMBER 1</u> SAMUEL KASS <u>WEDNESDAY, NOVEMBER 3</u> BEN REIG CO. <u>TUESDAY, NOVEMBER 9</u> ZUCKERMAN & KRAUS	530 7TH AVE. " " " 525 " " 498 " " 530 " " 498 7TH AVE. 498 7TH AVE. 512 7TH AVE.
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR The OPA in connection with this Fair, will stage a 4-day clinic. Harold Quimby, Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will attend. The Stevens Hotel in Chicago, preempted by the Army, is now back under private management. There will be no shoe displays at the Stevens, only sleeping accommodations during period of Fair.	NATIONAL SHOE RETAILERS ASSN., NATIONAL BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
Tuesday Nov. 2	ELECTION DAY Big shopping day all over New York.		
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: "WINTER MOOD" Open to public. Luncheon à la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN (110 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 3 1:00 P.M. Luncheon	FALL FUR LUNCHEON The usual "Tuesday at the Ritz" held on Wednesday because of Election Day will feature Furs by Gunther; Hats by John Frederics. Open to public. Luncheon à la carte. Press by invitation. Gunther Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	GUNTHER (666 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 3 8:30 P.M.	PREVIEW OPENING: SOVIET ARTISTS IN THE WAR This is an exhibit of photographs and posters organized by the Soviet Government and presented in cooperation with the National Council of American-Soviet Friendship. Speakers include Francis Henry Taylor, Director, Metropolitan Museum; Vladimir Bazykin, First Secretary, Embassy, U.S.S.R.; and others. Admission by invitation. Exhibit opens to public, Thursday, Nov. 4th. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Thursday Nov. 4- Nov. 5 10:00 A.M. On.....	ANNUAL CONFERENCE ON WARTIME RESTRICTIONS Discussion on technical war-time packaging with reference to new technical developments resulting from changes in the war economy. Conference presided over by Joel Y. Lund, Pres., Packaging Institute and Vice-Pres., Lambert Pharmacal Co., St. Louis. At the Thursday dinner conference, Charles Collingwood, foreign radio-correspondent, just returned from North Africa, will give a first-hand report of the war scene. Other speakers will be authorities in fields related to packaging. Charge for full conference, \$10; single day, \$5; dinner and reception Thursday night, \$7.50. Press by application to Packaging Institute, 342 Madison Avenue, N. Y. C. Contact: MU. 2-2949.	PACKAGING INSTITUTE, INC.	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET
Thursday Nov. 4 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW This collection stresses the importance of good dressing in suits, dresses, and hats. All original creations by this House. Open to public. Luncheon, \$2. Press by invitation. Plaza Publicity: Alma Zaiss, PL. 3-1740.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
Beginning Thursday Nov. 4 7-9 P.M.	NEW COURSE ON COLOR AND COLOR STANDARDS This is an evening course every Thursday from 7-9 P.M. in the Main Building. Instruction, free. Registration, 6-8 P.M. Contact: CH. 3-7370.	EVENING TEXTILE HIGH SCHOOL	351 WEST 18TH STREET
Friday Nov. 5 10:00 A.M.	10TH ANNUAL MEETING: COTTON THREAD INSTITUTE Questions on present time problems in the thread industry will be answered by members and outside authorities. Open to members only. Luncheon and conference, \$4.50. Contact: PE. 6-0105.	COTTON THREAD INSTITUTE, INC.	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
Beginning Saturday Nov. 6- Nov. 8 10:00 A.M.- 11:00 P.M.	10TH ANNIVERSARY CONGRESS To celebrate 10th anniversary of resumption of friendly relations between the U.S.A. and U.S.S.R. Beginning Saturday morning at 10 A.M. through Sunday evening, there will be talks, luncheons and panel discussions on public health, war-time medicine, science, education and general planning for post-war reconstruction in U.S.S.R. Also discussion on Soviet Trade Unions, the Soviet family system and a concert of Soviet music. This will culminate in a major mass meeting at Madison Square Garden, Monday, Nov. 8th, 7:30 P.M. Admission to discussions, \$1 students; \$2 public; at Garden Monday night, 55¢-\$2.20. Contact: Congress of American-Soviet Friendship, 232 Madison Avenue, Room 1101, MU. 3-2059.	NATIONAL COUNCIL, AMERI- CAN-SOVIET FRIENDSHIP	NEW YORKER HOTEL AND MADISON SQUARE GARDEN
Saturday Nov. 6 10:30 A.M.	"TRICKS FOR TEENS" MEET- ING AND FASHION SHOW Fun and fashions for teen agers and their friends. Important guest will be Muriel Stafford, handwriting expert. Refreshments and novelty entertainment. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Nov. 6	REDECORATED "SALT BOX" SHOP; OPENING OF TOY SHOP Newly enlarged "Salt Box" Gift Shop is now stocked for early Christmas shoppers. Also the McCreery Toy Shop has been refurbished and is agog with toys for youngsters. Publicity: Alice Hutton, WI. 7-7000.	JAMES MCCREERY	5 WEST 34TH STREET 7TH AND 6TH FLOORS
Beginning Monday Nov. 8	NEW SPRING HAT COLLECTION Offering "new silhouettes...limited, precious materials...authentic Spring 1944 colors." Press and buyers welcome. Contact: PL. 3-7030.	G. HOWARD HODGE	SHOWROOM 711 FIFTH AVENUE
Monday Nov. 8- Nov. 9 10:30 A.M. Through Dinner	FALL PLASTICS MEETING A special exhibit of the war-time application of plastics, open only to members and registered guests. The Plastics Industry is 85% given over to the war effort. Thus, many of the exhibits have official Army and Navy authorization and the event will clearly show the war-time strides of the Plastics Industry. Nationally famous industrial leaders will address meeting. Contact: John M. Weatherby, LE. 2-6057.	SOCIETY OF THE PLASTICS INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS Open to public. Luncheon, \$2. Press by invitation. Publicity: Mary Alice Rice, PL. 3-4500.	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM Fashion Show Pub-
Monday Nov. 8	WINTER AND SPRING RESORT COLLECTION One of America's oldest and most exclusive creators of original fashions for women, showing a group of travel and play clothes for whatever resort spots there are available in the United States. A de luxe shop whose prices have been leveled off to meet war-time budgets. Contact: BR. 9-7549.	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
Tuesday Nov. 9 9:00 A.M.- 5:00 P.M.	NEW HAT COLLECTION FOR NORTH AND SOUTH Earliest signs of Spring will be reflected in these resort hats. Press and Buyers welcome. Contact: Miss Belle, CI. 6-1360.	GLADYS & BELLE	20 WEST 57TH STREET
Tuesday Nov. 9- Nov. 11 10:00 A.M.- 10:00 P.M.	NATIONAL HOTEL EXPOSITION DISPLAY Manufacturers and suppliers of hotel and restaurant equipment are displaying their wares, taking into consideration government restrictions. Educational exhibits; also a national nutrition program and many other services of interest to officers, managers and purchasing agents of hotels, restaurants, clubs, hospitals, etc. Admission by registration. Contact: James F. Walsh, General Manager, Nat'l Hotel Exposition, CI. 7-0800.	NATIONAL HOTEL EXPOSITION	COMMODORE HOTEL LEXINGTON AT 42ND ST.
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE CREATIONS You can be sure of an exciting and flattering collection whenever Nicole fashions are shown. They will present new creations in hats, gowns, furs and accessories. Open to public. Luncheon a la carte. Press by invitation. Nicole Publicity: Viola Shefer, PL. 3-2117. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 9	NEWSSTAND DATE: VOGUE'S 50TH ANNIVERSARY ISSUE This is a valuable issue of Vogue to keep, containing a fashion cavalcade of the past half century and a projection of styles to come in the future. Full of ideas and suggestions. To capitalize and tie-up with this issue, contact: Constance Hope, PL. 3-3390 or Albert Kornfeld, MO. 4-7500.	VOGUE MAGAZINE CONDE NAST PUBLICATIONS	ON ALL NEWSSTANDS
Wednesday Nov. 10 9:30 A.M.	PRESS BREAKFAST SHOW- ING: COALTOWN FASHIONS Six girls--wives, sisters and sweethearts of coal miners in the Bituminous Coal area--will model clothes sold by the 2,100 company stores who service families in the Bituminous area. (These stores do an annual volume of 350 million dollars in apparel). Consequently, the clothes needs of the women who patronize them are important and clothes shown at preview should be an indication to local manufacturers of the taste and requirements of this particular group. Press, by invitation, to meet the "college board" of coaltown. These girls will probably be entertained during their week in New York by the New York Dress Institute, and may be guests of honor at the Fashion Group Monthly luncheon. Further facts on the last two events when details are worked out. Contact: Mr. Spencer Armstrong, Bituminous Coal Inc., 60 East 42nd St., MU. 2-8673.	STORES OF THE BITUM- INOUS COAL CO., INC.	PLAZA HOTEL 5TH AVE. AT 59TH STREET
Wednesday Nov. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Luncheon a la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 10 1:00 P.M. Luncheon	HOLIDAY COLLECTION OF ORIGINAL HATS Early Spring hat-trends by a talented young milliner. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, RE. 4-5900.	ANITA ANDRA (558 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Nov. 10 7:00 P.M.	DINNER HONORING THREE MEMBERS Members of the Millinery Industry are invited to do honor to Max Meyer, Dr. Paul F. Brissenden and Mrs. Richard J. Bernhard of the MSC, who have served the industry for the past 7 years. Installation of officers will take place at this testimonial dinner. Members of industry invited. Contact: CH. 4-6547.	MILLINERY STABILIZA- TION COMMISSION	ASTOR HOTEL B'WAY AT 45TH STREET
Wednesday Nov. 10 9:00 P.M.	UNITED STATES MARINE CORPS BIRTHDAY EVENT 168th birthday of the U. S. Marine Corps will be celebrated with a birthday event given by Greater New York Detachment of the Marine Corps League. Public invited. Purpose is to raise funds through donations. No admission charge. For further details, contact: Charles Courtney, MO. 2-5833.	MARINE CORPS LEAGUE	MANHATTAN CENTER 311 WEST 34TH STREET
Thursday Nov. 11 1:00 P.M. Luncheon	MID-WINTER MILLINERY COLLECTION Open to public. Luncheon, \$2. Press by invitation. Erik Publicity: Elizabeth Maher, EL. 5-4248. Plaza Publicity: Alma Zaiss, PL. 3-1740.	ERIK OF PARIS (15 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
Sunday Nov. 14- Nov. 18	OPENING SPRING FASHION WEEK There will be 110 manufacturers gathered under one roof for the convenience of visiting buyers. Early Spring trends in women's, misses, juniors and (Continued on following page)	ASSOCIATED APPAREL MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
	children's fashions and sportswear will be displayed. This promises to be a larger exhibit than usual because it combines resort and play fashions with out-and-out Spring fashions. Buyers and Press invited. Contact: O. J. Meinhardt, Biltmore Hotel, Los Angeles, California.		
Monday	MID-WINTER AND EARLY	GERTRUDE MANO	ST. REGIS HOTEL
Nov. 15	SPRING FUR STYLES	(16 W. 57TH ST.)	IRIDIUM ROOM
1:00 P.M.	Open to public. Luncheon from \$1.85. Press by invitation. Director of		
Luncheon	Fashion Shows; Mary Alice Rice, PL. 3-4500.		
Monday	UNITED HUNTS	NATIONAL STEEPLECHASE	BELMONT PARK
Nov. 15	RACE MEET	AND HUNT ASSOCIATION	ELMONT, LONG ISLAND
1:15 P.M.	This is an annual important sporting event calling out best-dressed society		
Post	women, many of whom will be in uniform this year. General admission, \$1.50.		
Time	Contact: Westchester Racing Association, EL. 5-3340.		
Monday	FILM PRESENTATION OF	NATIONAL ASSOCIATION	BARBIZON-PLAZA HOTEL
Nov. 15-	RADIO IN SELLING	OF BROADCASTERS	6TH AVE. AT 58TH ST.
Nov. 18	The nation's retailers are invited to view a film presentation of how radio advertising can help in retail selling. A scientific analysis has been made and dramatized, with comment, so that retailers will break down reservations they have had against radio as a selling agent. Showings will be held in 120 cities. New York is having its, on November 15th and 18th. Admission by invitation. Publicity: James McConnell, CI. 7-8300.		
Monday	MARINE PAINTINGS BY	FERARGIL GALLERIES	63 EAST 57TH STREET
Nov. 15-	GEORGE HEUSTON		
Nov. 31	George Heuston, a seaman-painter and son of Louise Huston, Director of Educational Service Bureau, American Bemberg Corp., is being given an exhibit of water colors at the Ferargil Galleries. His life, spent as artist and sailor, gives his modern paintings a particular authenticity. Press and public invited. Contact: Galleries, PL. 8-1223.		
Tuesday	LUNCHEON SHOWING:	KNIZE	RITZ CARLTON HOTEL
Nov. 16	SMART SPORTS CLOTHES	(20 E. 56TH ST.)	OVAL ROOM
1:00 P.M.	De luxe fashion sportswear, formerly obtainable only in Paris. Hats by		
Luncheon	Reine, Inc. Open to public. Luncheon a la carte. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday	12TH ANNUAL FORUM	NEW YORK	WALDORF ASTORIA HOTEL
Nov. 16-		HERALD-TRIBUNE	PARK AVE. AT 50TH ST.
Nov. 17	The 12th forum of the New York Herald-Tribune with usual afternoon and eve-		
1:45 &	ning sessions on both days will carry its usual galaxy of distinguished		
7:45 P.M.	world personalities. The general subject and speakers to be announced later. Tickets oversubscribed. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.		
Tuesday	M.F.I. SPRING 1944 HAT	LILLY DACHE	WALDORF ASTORIA HOTEL
Nov. 16-	COLLECTION FOR TRADE	JOHN FREDERICS	PARK AVE. AT 50TH ST.
Nov. 18		SALLY VICTOR	
	The Spring Collection of the Millinery Fashion Inspiration will be shown each day from Nov. 16th to 18th privately to individual manufacturers		
	(Continued on following page)		

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

and one designer at \$100 fee for looking and \$50 per model. Advance reports indicate that M.F.I. hats go along with hair styles. Further details about Press preview plans when set. Contact: M.F.I., 33 W. 42nd St., PE. 6-7494.

Wednesday Nov. 17 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Pre-holiday fashions including dressy and lounging clothes. Open to public. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 17 4:30 P.M.	HAIR FASHION PREVIEW A new Cold Ray masterpiece which means a new swing in hair fashions and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Nov. 17- Nov. 19	TRADE SHOW: "TOMORROW'S HATS FOR TODAY" Helene Garnell will present, for manufacturers, at her millinery salon from Nov. 17-19th inclusive, a collection of hats that emphasizes the highly individual trend of the "Hat of Tomorrow," adapted for mass selling and appealing to the "consumer on a budget" shopper. Fee of \$100 admits manufacturer and one designer and permits them to borrow up to three models for copying purposes. Additional models may be borrowed at an extra charge. Individual showings by appointment only. Copies of all models may not be released by purchaser before Nov. 18th but may be obtained immediately. Contact: Lydia Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Beginning Wednesday Nov. 17	ROMANTIC PAINTING IN AMERICA A large exhibit, including more than 200 paintings representing the work of 120 artists. Press and public invited. Contact: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 2ND FLOOR
Wednesday Nov. 17- Nov. 19	SPRING FASHION WEEK This event follows the Associated Apparel Manufacturers. 115 salesmen will show about 400 lines from both Eastern and Western manufacturers of women's and children's dresses, coats, suits, sportswear, accessories, infants' wear, etc. Also millinery. Contact: Bob de Grilla, Pacific Coast Travelers, Biltmore Hotel, Los Angeles, California.	PACIFIC COAST TRAVELERS	BILTMORE HOTEL LOS ANGELES, CALIF.
Thursday Nov. 18 4:00- 7:00 P.M.	PRESS COCKTAIL PARTY Beauty and Fashion Editors are invited to attend a cocktail party for Tangee Lipstick. It will be shown as a cosmetic coordinated with fashion. Press by invitation. Publicity: Laura Benham, WI. 2-3000.	TANGEE LIPSTICK	SAVOY-PLAZA HOTEL 5TH AVE. AT 59TH STREET
Saturday Nov. 20 8:00 P.M.	ANNUAL DINNER- DANCE Dinner, dancing and professional entertainment by stars of stage, screen and radio. Proceeds to Red Cross and National War Fund. Chairman of the event, Dan Epstein. Open to Millinery Trade. Tickets, \$8 a piece. Contact: Mr. I. J. Wittenberg, CI. 7-2874.	ASSOCIATED MILLINERY MEN, INC.	ASTOR HOTEL B'WAY AT 45TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 22- Nov. 28 10:00 A.M. 11:00 P.M.	20TH ANNIVERSARY EXPOSITION Exhibit and demonstration of women in industry, women on the home front, women at war and problems of the post-war world. These will all be drama- tized and portrayed in posters and pantomime. Admission, 83¢. Publicity: Betty Store, Women's Internat'l Committee, PL. 3-4739 or 4770.	WOMEN'S INTERNAT'L EX- POSITION OF ARTS & INDUS.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Nov. 22 7:30 P.M.	SARA PENNOYER LECTURES IN AD COURSE Mrs. Pennoyer, V. P. and Promotion Director of Bonwit Teller will talk on retail advertising copy on November 22nd. On February 14th, Miss Mary Merrill, display manager, Bergdorf Goodman, will discuss window display. Open to those taking course. Publicity: Mary Johnson, CI. 5-4400.	ADVERTISING WOMEN OF NEW YORK	N. Y. TIMES BUILDING 229 W. 43RD ST., 12 FL.
Tuesday Nov. 23 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOWING Open to public. Luncheon a la carte. Press by invitation. Cesar Pub- licity: Leonard MacBain, BO. 3-3490. Ritz: Marion Morrison, PL. 3-4600.	HOUSE OF CESAR (30 E. 54TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Monday Nov. 29 5:00 P.M. Cocktails, 5:45 P.M. Show	PRESS PARTY: "SIGNS OF THE FUTURE PARADE" A gala cocktail party and zodiacal show, to introduce the "Slip of Tomorrow" a fabric and fashion innovation by America's largest manufacturers of woven lingerie. Entertainment feature: individual readings by Karma, astrologer. Press by invitation. Publicity: Betsy Anne Schellhase, MU. 4-5720.	THE BARBIZON CORPORATION	148 MADISON AVENUE (AT 32ND ST.) FL. 12A
Monday Nov. 29	SPRING MARKET WEEK More details later. Contact: Corset & Bra Association, GR. 5-0880.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	CORSET & BRASSIERE MARKET
Tuesday Nov. 30 1:00 P.M. Luncheon	EXCLUSIVE EVENING GOWNS, JEWELS AND HAIR-DO'S Open to public. Luncheon a la carte. Press by invitation. Saks Publicity: Eleanor Lambert, PL. 5-8580. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Jan. 17	SPRING MILLINERY MARKET WEEK		

OUT-OF-TOWN FASHION MARKET DATES

Nov. 1.....Nat'l Shoe Fair, Morrison Hotel, Chicago, Illinois.
 Nov. 4.....Second National Convention, National Federation, Fur Industry, Chicago.
 Nov. 8-11..Travel-Saving Shoe Show, Shoe Mfrs. of New England, Parker House, Boston.

DATES AHEAD

Oct. 31	HALLOWE'EN	(Sun.)
Nov. 2	ELECTION DAY	(Tues.)
Nov. 10	MARINE CORPS DAY	(Wed.)
Nov. 11	ARMISTICE DAY	(Thurs.)
Nov. 25	THANKSGIVING DAY	(Thurs.)
Dec. 22	1ST DAY OF WINTER	(Wed.)
Dec. 25	CHRISTMAS DAY	(Sat.)
Dec. 31	NEW YEAR'S EVE	(Fri.)

RED LETTER WEEKS

Oct. 31-11/6	GIRL SCOUT WEEK
Nov. 1-7	AMERICAN ART WEEK
Nov. 7-13	AMERICAN EDUCATIONAL WEEK
Nov. 7-14	FATHER AND SON WEEK
Nov. 14-20	BOOK WEEK
Nov. 22-12/25	CHRISTMAS SEAL CAMPAIGN
Dec. 8-15	NAT'L BILL OF RIGHTS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday...PREMIERE: "THE IRON MAJOR" (Movie) GLOBE THEATRE, 1555 BROADWAY
 Oct. 30 An RKO film with Pat O'Brien, Leon Ames, Ruth Warrick and others. Costumes by Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Tuesday...PREMIERE: "OLD ACQUAINTANCE" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
 Nov. 2 Warner Bros. movie starring Bette Davis, Miriam Hopkins and John Loder (Hedy LaMarr's husband). Costumes, Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.
- Wednesday...PREMIERE: "OUTRAGEOUS FORTUNE" 48TH STREET THEATRE, W. OF BROADWAY
 Nov. 3 This Rose Franken play, originally scheduled to open end of October at Royale Theatre, will finally be presented at the 48th Street Theatre. This should be a brilliant, fashionable, social comedy including Elsie Ferguson, Maria Ouspenskaya and others. Costumes by Valentine, Henri Bendel and Fira Benenson. Publicity: Dick Maney, WI. 7-6939.
- Thursday...PREMIERE: "CLAUDIA" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 50TH ST.
 Nov. 4 This is a 20th Century Fox picture, a movie version of the long-time favorite Broadway play starring Dorothy McGuire who played the lead in the original production, also Robert Young and Ina Claire. Costumes by Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.
- Thursday...PREMIERE: "THE NORTH STAR" (Movie) RKO PALACE AND VICTORY THEATRES, B'WAY AT 46TH
 Nov. 4 This is Samuel Goldwyn's big opus, written by Lillian Hellman and portraying the fighting spirit of small villages in Russia. Cast includes Ann Baxter, Walter Huston, Erich Von Stroheim, Ann Harding, Dora Andrews, Jane Withers and others. Publicity: Rutgers Neilson, CO. 5-6500.
- Friday...PREMIERE: "PRINCESS O'ROURKE" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 Nov. 5 A Warner Bros. movie of a mythical princess who comes to New York, meets reality and eventually romance. Starring Olivia de Havilland, Jane Wyman and Robert Cummings. Costumes, Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.
- Friday...PREMIERE: "ARTISTS AND MODELS" BROADWAY THEATRE, B'WAY AT 52ND STREET
 Nov. 5 A new revue starring Jane Froman, Joe E. Lewis and others will be seen in New York under the production of Lou Walters and Monte Proser. Costumes by Katharine Kuhn. Publicity: Dick Maney, WI. 7-6939.
- Sunday...8TH CONCERT SEASON OF FRIENDS OF MUSIC, TOWN HALL, 123 WEST 43RD STREET
 Nov. 7- Each weekly concert will be entirely devoted to the chamber music of Bee-
 Mar. 5 thoven. The biggest names in quartettes, among harpists, and Lotte Lehmann
 5:30- as soloist in the January 9th concert, are a sample of the calibre of these
 7:00 P.M. well-attended concerts. Publicity: Edith Behrens, CI. 7-7262.
- Tuesday... "WE'RE ON THE WAY TO VICTORY", MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Nov. 9 A pageant with an all-star cast under sponsorship of A.F. of L. section of
 8:30 P.M. N. Y. Labor War Chest. Written by Howard Fast and Peter Lyon, its symbol is a bullet with a union label, symbolizing America's production forces fighting to destroy Fascism. Directed by Elia Kazan, this pageant has more than 300 players with the best-known Broadway stars now currently appearing taking part. Publicity: Michael Mok, El. 5-2590.
- Tuesday...ANNUAL "NIGHT OF STARS" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Nov. 16 Annual United Jewish Appeal production. Tickets, \$1.10 to \$16.50 from U.J.A.,
 8:30 P.M. Room 1114, 41 E. 42nd St., N.Y.C. Contact: Publ. Director, MU. 2-3320.
- Saturday...PREMIERE: "WINGED VICTORY" AIR FORCES SHOW 44TH STREET THEATRE, W. 44TH ST.
 Nov. 20 This is the new play which Moss Hart has written for production by the Air Forces with an all Air Corps cast and several women actresses. Costumes by Sergeant Shoup. Publicity: Pvt. Bill Doll, CI. 6-5354.
- Monday...OPENING NIGHT: METROPOLITAN OPERA CO. METROPOLITAN OPERA HOUSE
 Nov. 22- DIAMOND JUBILEE B'WAY AT 39TH STREET
 Apr. 8 Opening Night performance at the Metropolitan Opera will be Moussorgsky's "Boris Godunoff" with Ezio Pinza in title role. Conducted by George Szell. This season, the 60th, will cover 20 weeks, presenting 10 revivals. Publicity: Constance Hope, PL. 3-3390.